

Please note: These transcripts are not individually reviewed and approved for accuracy.

COMMITTEE MEETING
STATE OF CALIFORNIA
INTEGRATED WASTE MANAGEMENT BOARD
EDUCATION AND PUBLIC OUTREACH COMMITTEE

JOE SERNA, JR., CALEPA BUILDING
1001 I STREET
2ND FLOOR
SIERRA HEARING ROOM
SACRAMENTO, CALIFORNIA

WEDNESDAY, DECEMBER 8, 2004
2:00 P.M.

TIFFANY C. KRAFT, CSR, RPR
CERTIFIED SHORTHAND REPORTER
LICENSE NUMBER 12277

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345

APPEARANCES

COMMITTEE MEMBERS

Linda Moulton-Patterson

Cheryl Peace

STAFF

Mark Leary, Executive Director

Julie Nauman, Chief Deputy Director

Marie Carter, Staff Counsel

Deborah McKee, Staff

Jon Myers, Assistant Director, Public Affairs Office

Joanne Vorhies, Assistant Director, Office of Education
and the Environment

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iii

INDEX

	PAGE
Roll Call And Declaration Of Quorum	1
A. Public Affairs Office Deputy Director's Report	1
B. Office of Education and the Environment Deputy Director's Report	5
C. Summary Of School Energy Efficiency Accomplishments	
D. Update On The Status Of The Education And The Environment Initiative (AB1548)	
F. Adjournment	7
G. Reporter's Certificate	9

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1 PROCEEDINGS

2 ACTING CHAIRPERSON MOULTON-PATTERSON: I'd like
3 to call the Education and Public Outreach Committee the
4 order. Mr. Washington had to leave and asked that I would
5 Chair this.

6 Please call the roll. Who's calling the roll?
7 Sorry about that, Ms. McKee. Give her a chance to get
8 over here.

9 MS. MC KEE: Peace?

10 COMMITTEE MEMBER PEACE: Here.

11 MS. MC KEE: Moulton-Patterson?

12 ACTING CHAIRPERSON MOULTON-PATTERSON: Here.

13 Okay. Mr. Myers, Public Affairs Deputy Director
14 Report.

15 ASSISTANT DIRECTOR MYERS: Thank you,
16 Ms. Moulton-Patterson.

17 This month there's not a whole lot to report.
18 I'm going to try to make it brief and move on here,
19 because I know we have some other reports that we need to
20 get to. And I'm sorry I'm still trying to get situated as
21 we get started here.

22 Hit some of the highlights for you. In November,
23 we saw about 20 news articles that are specifically
24 mentioning the Board, nine that quote Board members. I'm
25 sorry. That was October -- to show where we're going with

1 our outreach and education. That was October. November,
2 we started increasing it even more, 36 articles that
3 mention Board members, seven quoting Board members, and
4 six that were due to Public Affairs' press releases. So
5 we're definitely seeing a slight increase in our outreach
6 and education as far as the media is concerned. I think
7 we'll see even more in December, as we have a few items
8 still coming up.

9 Just for your information as well, our external
10 website, we're seeing increases on the hits. We're close
11 to -- last month was close to one million external hits on
12 our website. And that's been steadily increasing.

13 November was a busy month for Public Affairs. We
14 participated and helped produce the Governor's
15 Environmental and Economic Leadership Awards that took
16 quite a bit of effort on the Public Affairs team. And if
17 I could, I'd like to actually recognize the entire Public
18 Affairs staff for their participation in that, because we
19 turned this into a really wonderful event. I believe our
20 Executive Director was there, as well as Board Member
21 Paparian. And it was quite a successful event as we
22 highlighted 20 outstanding businesses in California for
23 their environmental and economic leadership. It was a
24 wonderful turnout as well.

25 DEPUTY DIRECTOR LEARY: Madam Chair, if I might

1 interject here. Despite John's positive comments, he
2 doesn't give himself enough credit. I don't know how many
3 people stopped me that night and said without the Waste
4 Board's support in all ways -- and I know you're familiar
5 with how we support that effort -- but particularly the
6 efforts of John and his team, this event wouldn't occur.
7 And it's a credit to John and his team and the Board's
8 support of the whole idea of Leadership Awards that we all
9 deserve a little bit of --

10 ACTING CHAIRPERSON MOULTON-PATTERSON: I just
11 hope CalePA really appreciates this, because, really, the
12 Waste Board does make that happen.

13 DEPUTY DIRECTOR LEARY: And they do. In fact, I
14 had some folks even from the Resources Agency stop me that
15 evening and say, really appreciate the Board's support.

16 ACTING CHAIRPERSON MOULTON-PATTERSON: Well,
17 thank you, John, for you and staff. I was sorry I
18 couldn't be there, and it sounded like a great event.

19 ASSISTANT DIRECTOR MYERS: It turned out to be a
20 wonderful evening.

21 ACTING CHAIRPERSON MOULTON-PATTERSON: We didn't
22 need celebrities with your team.

23 ASSISTANT DIRECTOR MYERS: Well, unfortunately,
24 we didn't have the celebrity turnout we'd like, but we'll
25 keep trying.

1 I did bring along the program that was created by
2 our Graphics Department, and I'll leave that for you
3 afterwards so you can take a look and see what some of the
4 winners were and some of the work that we put into it,
5 some of the nice stuff on here, as we can get the nice
6 mention as a gold sponsor for the event, too. So I
7 thought everyone would appreciate that.

8 Otherwise, in November, the only other thing I'd
9 like to touch on quickly is a press announcement that we
10 did November 18th for La Montaa down in Huntington Park,
11 which was a very successful press announcement. Linda
12 Moulton-Patterson was there, as well as our Chair Marin
13 and Board Member Washington. It was a great press
14 announcement discussing the first truck rolling out of La
15 Montaa with the pile of debris.

16 We had five major networks down there in the L.A.
17 area covering this, so we got a lot of coverage. From
18 everything I heard, it played pretty much all day long.
19 We even had a helicopter flying around getting pictures of
20 it that aired in the L.A. Markets, L.A. Times, and several
21 other publications as well. I think we're going to do a
22 full briefing on that next week at our Board meeting where
23 you can see some of the news clips.

24 Other than that, we look forward to more of the
25 same in December and look forward to reporting back to you

1 again with other highlights.

2 ACTING CHAIRPERSON MOULTON-PATTERSON: Thank
3 you.

4 COMMITTEE MEMBER PEACE: I want to thank you for
5 your comments on the RAC agenda item.

6 ASSISTANT DIRECTOR MYERS: I don't know how
7 effective I was, but you're welcome.

8 ACTING CHAIRPERSON MOULTON-PATTERSON: Okay.
9 Joanne, Deputy Director's report for the Office of
10 Education and the Environment.

11 ASSISTANT DIRECTOR VORHIES: Good afternoon,
12 Committee members. I'd like to give a brief update on SB
13 373 at this time. And we have two agenda items on the
14 School Energy Efficiency Program and AB 1548, but I think
15 those will go to the full Board next week, so I won't be
16 commenting on those at this time.

17 So for right now, SB 373, I'm here today to
18 describe the efforts and progress our staff has made with
19 the implementation of the School DEEL, formerly known as
20 SB 373. As you are aware, in response to this law, this
21 office began two two-year pilot grant programs, the
22 Environment Ambassador Program and the Unified Education
23 Strategy Grant Program. Currently, we have six
24 ambassadors and eight UES grantees participating in our
25 pilots. At this juncture, they have all journeyed through

1 the assessment and development stage of the strategy and
2 are firmly entrenched in the implementation stage.

3 In the last few months, staff has visited each of
4 our grantees to view their efforts, provide technical
5 assistance, and to glean any lessons that can be copied
6 for the future. These site visits are especially critical
7 as we determine what works and what does not work, because
8 we are using this information as a foundation for future
9 environmental education efforts.

10 The last stages of the School DEEL are almost
11 upon us. The grantees will be collecting data and
12 evaluating their efforts over the course of the two-year
13 grant cycle. They will then be submitting their findings
14 to our staff in the form of a final report by April 30th,
15 2005. At that point, staff will close out their grants.

16 The final stage of the School DEEL requires this
17 office to submit a report to the Legislature. Currently,
18 my staff and a staff member from the Office of Local
19 Assistance have been meeting and working on preparing this
20 report. They have identified the various components of
21 the report and developed a time line for its completion.
22 They have begun work on drafting an executive summary and
23 a description of one of our pilot projects, which will be
24 used as a model for the rest of the pilots.

25 In addition to providing us the information for

1 the legislative report, we look forward to receiving the
2 results from our grantees, because, again, they will help
3 craft our AB 1548 implementation and outreach plans.
4 Although we plan to bring the final School DEEL report
5 before the Board for approval in August 2005, we will also
6 give an update regarding the implementation of the pilots
7 and the progress on this report in March 2005.

8 So that's SB 373, the School DEEL. Any
9 questions?

10 ACTING CHAIRPERSON MOULTON-PATTERSON: I just
11 wanted to ask, I understand you're doing a formal report
12 at the Legislature, but do we communicate to Senator
13 Torlakson informally, as the author of the bill, how it's
14 going or --

15 ASSISTANT DIRECTOR VORHIES: Yes. We've kept him
16 apprised of our time lines and what's included, the
17 elements, the executive summary, and all the various parts
18 of the report. So they've been very supportive of what
19 we're doing. And I think staff we worked with them and
20 called them several times in the last few months.

21 ACTING CHAIRPERSON MOULTON-PATTERSON: Thank
22 you. Questions?

23 Okay. Well, since these two items are going to
24 the December Board meeting, that will adjourn our
25 Education and Public Outreach Committee. So thank you.

1 (Thereupon the California Integrated Waste
2 Management Board, Education and Public Outreach
3 Committee adjourned at 2:08 p.m.)

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1 CERTIFICATE OF REPORTER

2 I, TIFFANY C. KRAFT, a Certified Shorthand
3 Reporter of the State of California, and Registered
4 Professional Reporter, do hereby certify:

5 That I am a disinterested person herein; that the
6 foregoing hearing was reported in shorthand by me,
7 Tiffany C. Kraft, a Certified Shorthand Reporter of the
8 State of California, and thereafter transcribed into
9 typewriting.

10 I further certify that I am not of counsel or
11 attorney for any of the parties to said hearing nor in any
12 way interested in the outcome of said hearing.

13 IN WITNESS WHEREOF, I have hereunto set my hand
14 this 15th day of December, 2004.

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